

BEST PRACTICE

LOCATION:	Company-wide	ARTICLE YEAR:	2014
ACTIVITY:	Transport & Logistics / Delivery	COMPANY:	Lafarge Tarmac
SUB ACTIVITY:	On-highway	COMPANY LOCATION:	Company wide
BEST PRACTICE No:	BP912	COMPANY TEL:	077 1100 2756
COUNTRY OF ORIGIN:	United Kingdom		

TITLE	
The Switch Programme - mobile phones	
ARTICLE	
<p>DESCRIPTION</p> <p>Lafarge Tarmac's senior management set a target to eradicate the use of mobile phones in hands-free mode whilst driving. The new mobile phone standard was applied to all employees, employed drivers and contractors working on behalf of Lafarge Tarmac on 1 January 2014.</p> <p>This standard was based on evidence which showed that the reaction times for drivers using a mobile phone are around 50% slower than normal and they are four times more likely to crash.</p> <p>To help communicate and embed this standard across the business, a working group, represented by all parts of the operational business and functions, was established. The working group was sponsored by a member of the senior leadership team.</p> <p>It created a campaign called The Switch Programme, to help engagement with employees. It had two key objectives</p> <ul style="list-style-type: none"> • To raise awareness of the Standard • To provide support to employees so they can comply with it. <p>The latter included developing new ways of working to manage the operational challenges of implementing the standard. Teams across the whole business participated in a toolbox talk which had a particular emphasis on how to make changes to working practices, both individually and as a team, so as to be compliant with the standard. A variety of communications materials were developed to support the Switch Programme which included posters, articles in employee newsletters, an intranet discussion forum, branded promotional items, a New Year postcard reinforcing the Standard go-live and a competition for the best idea to help implementation.</p> <p>BENEFITS</p> <ul style="list-style-type: none"> • Reduced risk of employees or contractors being involved in driving accidents • Inclusive campaign involving all levels of the company • Employees encouraged to introduce this to their family and friends • Sharing of best practice across company. 	
ARTICLE IMAGES	
<div style="display: flex; justify-content: space-around;"> <div style="text-align: center;"> <p>Click image to enlarge</p> <p>SWITCH IT OFF It's using the phone while driving you, your family, your friends, your colleagues and everyone on the road! Don't risk it! Switch off before you drive off!</p> </div> <div style="text-align: center;"> <p>Click image to enlarge</p> </div> </div>	